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Total Number of Pages : 02

**M.Sc.I**  
**FHMF209**

**2<sup>nd</sup> Semester Back Examination 2018-19**  
**BUSINESS COMMUNICATIVE ENGLISH**  
**BRANCH: M.Sc.I(MC)**  
**Time : 3 Hours**  
**Max Marks: 70**  
**Q.CODE : F657**

**Answer Question No.1 which is compulsory and any five from the rest.**  
**The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions : (2 x 10)**
- a) As you are unknown to us, you do not deserve goods on credit. [rewrite the message concisely]
  - b) Owing to our efficiency, our business has expanded [ rewrite the sentence with 'you' attitude]
  - c) What is an executive summary?
  - d) Give two examples that reflect Gender bias
  - e) What is inward mail register?
  - f) Communicating by means of the body's physical movement is called as \_\_\_\_\_
  - g) What information does the letterhead of a business letter generally contain?
  - h) Resume is a \_\_\_\_\_ term meaning 'a short statement of the important details of something
  - i) The salutation is followed by a comma or colon?
  - j) Meetings held with the help of telephone networks are known as \_\_\_\_\_.
- Q2**
- a) Highlight the Importance, Advantages, and Disadvantages of different modes of communication in business (5)
  - b) Compare and contrast between coherence and cohesion (5)
- Q3**
- a) As a principal of a college draft a testimonial for an outstanding student who has just passed the B.A. examination. (5)
  - b) Draft a memo to the employee of your firm for irregularities and indiscipline in work (5)
- Q4**
- a) As a chief guest, draft the speech you would make on the occasion of the inauguration of the opening of a free hospital in a rural area (5)
  - b) Compare and contrast between skimming and scanning and state their utilities as strategies of reading (5)
- Q5**
- a) What are the Characteristics of a good written message? How different it is when compared with speech. (5)
  - b) Discuss the elementary qualities of a good leader or a team player (5)

- Q6** Wanted a Public Relation officer at our Nagpur unit with minimum of 7 years of experience. **(10)**  
Salary on merit. Apply within 7 days to Box No. 223, The Times of India, Mumbai
- Q7** "A gesture is worth a thousand words." Discuss with reference to the use of soft skills in business communication **(10)**
- Q8** **Write short answer on any TWO :** **(5 x 2)**
- a) Stylistic variation in communication
  - b) Business jargon has now lost its popularity. Briefly justify
  - c) Postscript